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Message Text

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USDOC FOR BEWT/TPD/BUSHERY

E.O. 11652 N/A
TAGS: BEXP UR
SUBJ: EXHIBITION, USSR, FALL 1976

REF: USDOC 9399

1. ALTOUGH COMMERCIAL OFFICE AGREES THAT OCTOBER 1976 BAKU FOOD AND WINE PROCESSING MACHINERY EXHIBITION IS ATTRACTIVE IN TERMS POTENTIAL INCREMENTAL SALES, WE BELIEVE THAT LOGISTICAL AND OTHER PROBLEMS IN STAGING EXHIBITION IN BAKU MAKE THIS A VERY DOUBTFUL VENTURE. AS BEWT/TPD AWARE, WE BELIVE PROPOSAL TO ORGANIZE BUSINESS DEVELOPMENT OFFICE AT ONE OF SPECIALIZED EXHIBITIONS OUTSIDE MOSCOW HAS MERIT, PARTICULARLY IN THAT THIS WILL PROVIDE US WITH RELATIVELY LOW COST MEANS TO EVALUATE THESE EXHIBITIONS IN TERMS POSSIBLE FULL SCALE USDOC PARTICIPATION. HOWEVER, WERE WE TO HAVE BDO AT SPECIALIZED EXHIBITION IN MINSK IN MAY 1976, THIS WOULD NOT ALLOW US SUFFICIENT TIME FOR EVALUATING RESULTS PRIOR TO BAKU SHOW IN OCTOBER. CONSEQUENTLY, WE WOULD RECOMMEND AGAINST GOING INTO BAKU SHOW.

2. FOLLOWING ARE RESPONSES TO SPECIFIC QUESTIONS POSED REFTEL REGARDING BAKU SHOW:
A) WE ASSUME THAT ADEQUATE EXHIBIT SPACE WILL BE AVAILABLE AND THAT RATES WILL BE SAME AS MOSCOW.
B) IT IS MUCH TOO EARLY TO PREDICT LEVEL OF FOREIGN
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PARTICIPATION AT BAKU SHOW.

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C) IF BAKU SHOW FOLLOWS STANDARD FORMAT FOR SPECIALIZED
EXHIBITIONS, IT SHOULD NOT RPT NOT BE OPEN TO PUBLIC.
D) FTO PURCHASERS WILL DEFINITELY BE SENT TO BAKU FOR
EXHIBIT, BUT LEVEL OF COMMERCIAL ACTIVITIES WILL CERTAINLY
BE LOWER THAN AT MOSCOW SHOW.
D), F) AND G) WE FEEL SURE THAT FACILITIES AND LOCAL HELP
WILL BE ADEQUATE.
H) COMMERCIAL OFFICE WILL NOT BE ABLE TO SUPPORT A SHOW
IN BAKU TO SAME DEGREE AS WE DO IN MOSCOW, ALTHOUGH WE
WOULD DO OUR BEST.
I) TRANSPORTATION IS A BIG QUESTION MARK AND WE HAVE NO
WAY OF ESTIMATING COSTS.
J) WE ARE NOT IN POSITION TO ESTIMATE COSTS;
K) SEE PARA ONE ABOVE;
L) EVEN IF FUNDS WERE AVAILABLE, WE WOULD NOT AT THIS TIME
RECOMMEND SOLO FOOD PROCESSING EQUIPMENT EXHIBIT. PICTURE
MIGHT BE CLEARER AFTER OCTOBER 1975 PRO-PAK USSR EXHIBITION.

3. OUR RECOMMENDATION FOR FALL 1976 MOSCOW EXHIBITION WOULD BE
CONSTRUCTION EQUIPMENT SHOW. WHILE WE RECOGNIZE DIFFICULTIES
INHERENT IN THIS SHOW, WE BELIVE THAT VIABLE FORMAT CAN
BE DEVELOPED PROVIDED WE CAN DIFFERENTIATE BETWEEN OLD AND
NEW-TO-MARKET COMPANIES, WITH ESTABLISHED FRIMS SUCH AS IH,
CAT, CASE, FIAT-ALLIS, ETC. PAYING SUBSTANTIALLY HIGHER RATE
THAN SMALLER, NEW-TO-MARKET FRIMS. WE HAVE IMPRESSION THAT
FLEXIBLE COST-SHARING FORMULA HAS BEEN DEVELOPED FOR PARIS
AIR SHOW,AND THIS COULD PERHAPS SERVE AS MODEL. THIS
EXHIBITION WILL BE STAGED AT NEW MOCOW EXHIBITION CENTER.
FIRST PAVILION (CONSTRUCTED BY GLAHE) WILL BE READY. IN
ADDITION, THERE WILL BE APPROXIMATELY 100,000 SQUARE METERS
OF OUTSIDE, PAVED, EXHIBIT AREA ADJACENT TO PAVILION.
ADDITIONAL AREA FURTHER AWAY FROM PAVILION WILL BE AVAILABLE
FOR DEMONSTRATION OF CONSTRUCTION EQUIPMENT IN OPERATION.
OFFICIALS OF TRAKTOROEXPORT AND AVTOEXPORT HAVE ASSURED
US THAT IT WILL BE POSSIBLE TO "PRESELL" MOST, IF NOT ALL OF
EXHIBIT EQUPMENT, THUS ELIMINATING RETURN SHIPMENT PROBLEM.
HOWEVER, IN VIEW EXTREMELY LONG LEAD TIMES FOR OBTAINING
EQUPMENT FOR EXHIBIT IN THIS PRODUCT AREA, WE SHOULD BEGIN
RECRUITING AND PLANNING FOR THIS SHOW NO LATER THAN SEPTEMBER 1,
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3. IF WE DO NOT GO INTO CONSTRUCTION EQUIPMENT SHOW,
"MUNICIPAL SERVICES AND DOMESTIC EQUIPMENT EXHIBITION"
WOULD BE GOOD SALES PROMOTIONAL VEHICLE. THIS IS AREA
WHICH IS RELATIVELY UNDERDEVELOPED IN USSR AND REQUIREMENTS
FOR IMPORTED EQUIPMENT WILL BE SUBSTANTIAL. IN ADDITION, A
SUBSTANTIAL PORTION OF SPECIFIC TYPES OF EQUIPMENT WHICH
SOVIETS HOPE TO HAVE DISPLAYED AT THIS SHOW WILL BE DESTINED

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FOR FACILITIES CONNECTED WITH 1980 OLYMPIC GAMES, WHICH WE
BELIEVE WILL HAVE VERY HIGH PRIORITY IN ALLOCATION OF HARD
CURRENCY DURING NEXT FIVE-YEAR PLAN.

4. TO SUM UP, WE RECOMMEND GOING INTO CONSTRUCTION EQUIPMENT
SHOW, ASSUMING THAT SUITABLE COST-SHARING FORMULA CAN BE DEVISED.
MUNICIPAL SERVICES AND DOMESTIC EQUIPMENT EXHIBITION WOULD
BE VERY GOOD SECOND CHOICE. BAKU EXHIBITION SHOULD BE
AVOIDED FOR REASONS OUTLINED ABOVE.
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